Advancing a Circular Polyolefin Economy

PCEP 2030 Roadmap

Introduction

This document outlines the initial PCEP roadmap to achieve our 2030 voluntary commitments. The ideas contained here have been approved by the PCEP Steering Board as a strategic direction, based on an assessment of the output from the PCEP Strategy Workshop.

All PCEP members are actively encouraged to engage in the six PCEP Working Groups below, to develop this roadmap through concrete steps, to deliver the initial projects and to propose additional activities that deliver our collective mission to advance a circular polyolefins economy.

- Innovation for a circular economy
- Enhancing collection and sorting
- Developing end markets for recycled polyolefins
- Understanding our material flows and the progress towards our commitments
- Communicating the advances in a circular polyolefin economy
- Advocating for a supportive regulatory framework

The Steering Board and Secretary General will work to deliver the activities relating to the governance of PCEP.

A detailed 2020 work plan will be adopted by the membership at the PCEP AGM on 27 November 2019.

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Innovation for a circular economy

Develop a strategy for increased eco-design of polyolefins by 2023

- **2019:** Mapping of available guidelines
- PCEP eco-design charter for polyolefins (PO) to provide good guidance to the whole value chain

- Value chain supported design guidelines for HDPE bottles in light of regulatory requirements for mandatory recycled content.
- Consider appropriateness of PO eco-design advice body (pre-competitive)

Enhancing collection and sorting

PCEP principles on collection & sorting of PO 2022

- **2022**: Identify PCEP principles for collection and sorting of polyolefins
  - Note the Board proposed this long timeframe to ensure all elements of the value chain are in agreement, but encourages the working group to do so faster if possible
- **2025:** Implement PCEP principles in PO collection & sorting for households representing 50% of EU population

PCEP principles on EPR for PO

- **2019:** Overview of legislative timeframe, transposition status and PCEP perspectives
- **2023:** Value chain supported minimum requirements for EPR for PO
- **2025:** Implement PCEP minimum requirements in schemes across EU

Developing end markets for recycled polyolefins

Securing acceptance for recycled PO

- **2019:** Map end markets against barriers and activities to encourage uptake
- **2019:** PCEP Strategy to address issues of odour and colour

Develop demonstration project for recycled PO

- **2019:** Identify initial projects and develop an action plan and timeline for each.

Working on concepts for recycled polyolefins in food contact materials

- **2019:** Overview of situation - current rules and barriers to use

- **2019:** Proposal of PCEP activities in this area e.g. proof of concept projects, technical input to advocacy group for contribution to EU review of regulation

Data

Big Picture - Understanding the flow of Polyolefins in the EU market

- **2019:** Consolidate/update overview of PO material flow in Europe using work already done by the former WG 1&3 to identify the data needed to advance PCEP's mission

Monitoring recycled PO use in European products

- **2019:** Agree on appropriate systems for monitoring PCEP's progress towards our EU Plastics Pledge to reach 3MT recycled PO in European products by 2025. Suggested actions:
  - Map existing monitoring/certifications for (r)PO and to what extent data can be used to monitor PCEP pledge
  - Consider how to satisfy EU's call for monitoring to be verified by a 3rd party
  - Discuss idea of a broader chain of custody system for PO building on required system for monitoring pledge.

Communication

2019 - Getting Up and Running

- Develop communications toolkit for members
  - About PCEP (Mission, Values, Roadmap, Members etc.)
  - Key Messages to support speakers representing PCEP
  - Easy to use data sets showcasing current role of PO in circular economy
  - Case study template to facilitate PCEP showcasing member examples of PO circularity
  - PCEP branded templates
- Enhance website (particularly to showcase PO circularity)
- Launch LinkedIn Group for PCEP Member-Member communication and networking

- Establish visibility target and strategy
- Evaluate role of PCEP in consumer education, driving behavioural change regarding key issues such as collection, sorting and littering
- Establish regular newsletter for members
- Annual report on progress made delivering voluntary commitments

2020 - Advancing Ambition

- Adopt vision of Circular Economy for Polyolefins (supported by full value chain, increase ambition compared to current voluntary commitments)
- Disseminate tools developed by working groups e.g. Design guidelines for HDPE Bottles
- Annual Report
- Establish PCEP as the forum for discussion of Polyolefin sustainability

Advocacy

2019 - Engaging to advance the circular economy

- Active participation in Circular Plastics Alliance
- Agree process for identifying issues relevant for PCEP advocacy based on three criteria:
    o PO specific angle
    o Added value of value chain collaboration
    o Contribution to PCEP mission
- Focused engagement to optimise legal framework to support PCEP mission
    o Contribute to EU policy work as relevant to achieving PCEP objectives e.g. on waste and packaging legislation, review of food contact material framework, preparation of Circular Economy2.0 package
    o Map policies relevant to success of PCEP objectives
- Drive effective and efficient information flows, and collaboration with other associations in plastics industry
- Map organisations active in circular economy to enable PCEP to lead coordination of PO relevant activities

Governance

2019 – Getting Up and Running

- Develop initial roadmap based on 2018 Strategy Workshop with support of volunteer members and approval at March Board Meeting
- Incorporation of PCEP as International Non Profit Association under Belgian law
- Develop PCEP value proposition
- Recruit members across all categories to ensure all structures have representation of full value chain and wide variety of applications. (Noting that the Producer and Converter categories are already well populated making these categories a low priority for recruitment).
- Organise AGM with annual conference 27 November 2019
- Support each category in development of operational charter ahead of AGM in line with Articles of Association
- Develop all needed systems to support successful functioning of PCEP and its working groups (e.g. GDPR compliance, Rules of Procedure for working groups, external technical support)
- Develop 2020 work plan based on input from working groups for adoption at AGM

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